Parliament Direct Mail 1995

Description	Audience	Circulation	Offer	Drop Date	Expiration Date
Direct Mail #1	*Defensive*	200,000	Coupon: $1 off carton or 4 packs	2/1/95	4/30/94
Direct Mail #2	*Defensive*	200,000	Picnic Basket: UPC's TBD	4/1/95	8/30/95
			Wine Cooler: UPC's TBD		
			Coupon: $1 off carton or 4 packs	4/1/95	6/30/95
Direct Mail #3	*Defensive*	200,000	Coupon: $1 off carton or 4 packs	6/1/95	9/15/95
Direct Mail #4	*Defensive*	200,000	Coupon: $1 off carton or 4 packs	8/1/95	10/31/95
Direct Mail #5	*Defensive*	200,000	Continuity Offer TBD	10/1/95	TBD
			Coupon: $1 off carton or 4 packs	10/1/95	12/31/95
Direct Mail #1	*Offensive (Consideration Set)*	250,000	Duffle Bag: 40-50 UPC's	1/1/95	6/30/95
			Coupon: $1 off 1 pack AND $1.50 off 2 Pa	1/1/95	3/31/95
Direct Mail #2	*Offensive (Consideration Set)*	250,000	Last Call for Duffle Bag	3/1/95	6/30/95
			Coupon: $1.50 off 1 pack AND $2 off 3 Pa	3/1/95	5/31/95

2045870337

Source: https://www.industrydocuments.ucsf.edu/docs/qlfm0004